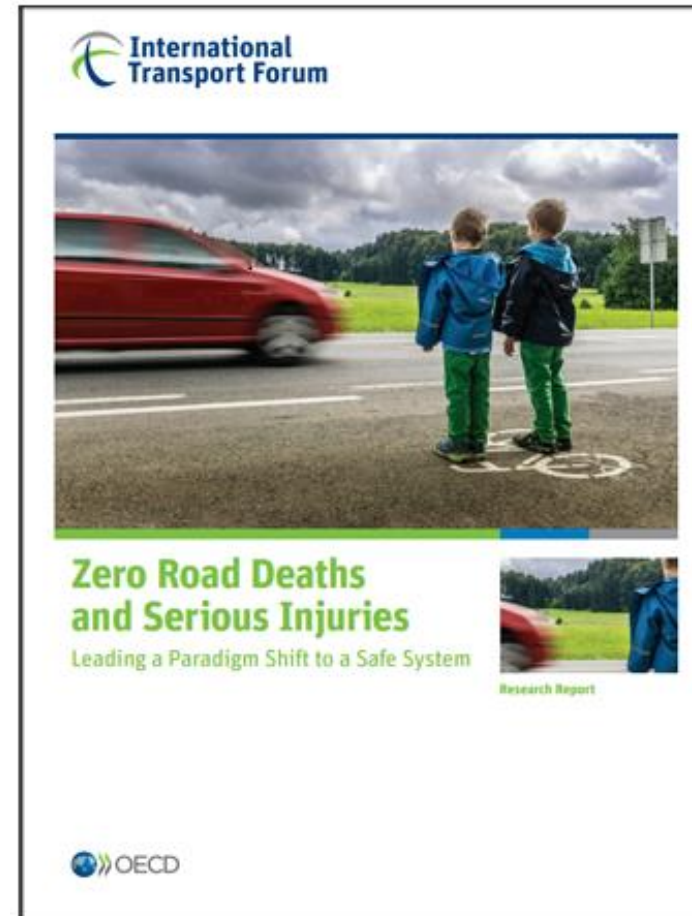
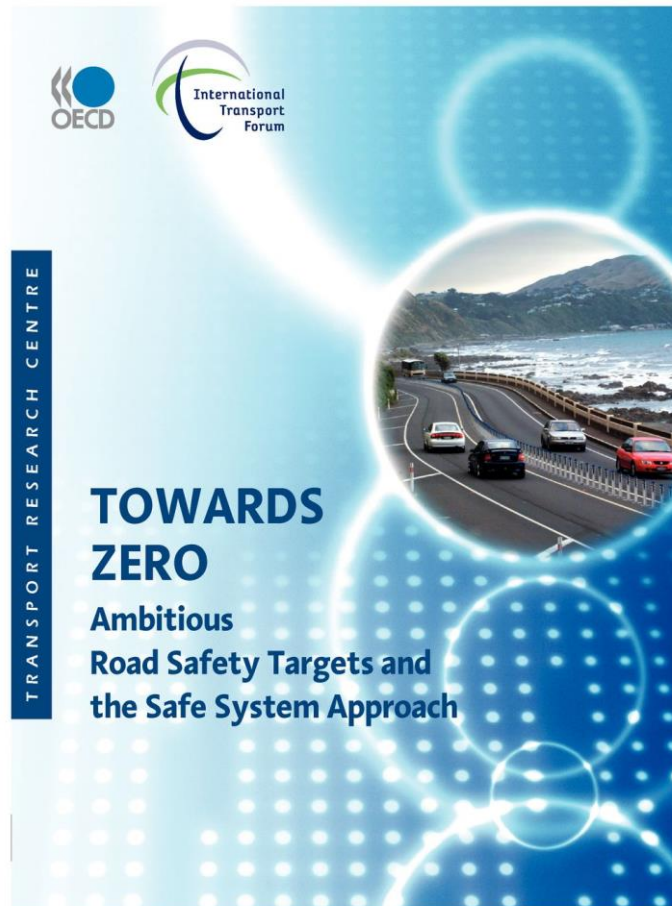


Sustainable Road Safety: Lessons from the Netherlands



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Safe System approach to road safety

➤ Ethical imperative: no human should be killed or seriously injured as a result of a road crash 1992: the vision

➤ Four principles:

- People make mistakes → crashes & falls
- The human body is fragile
- Actors: responsibilities (shared & distinct)
- Complicated problem → systematic, integral approach



Sustainable Road Safety measures (1)



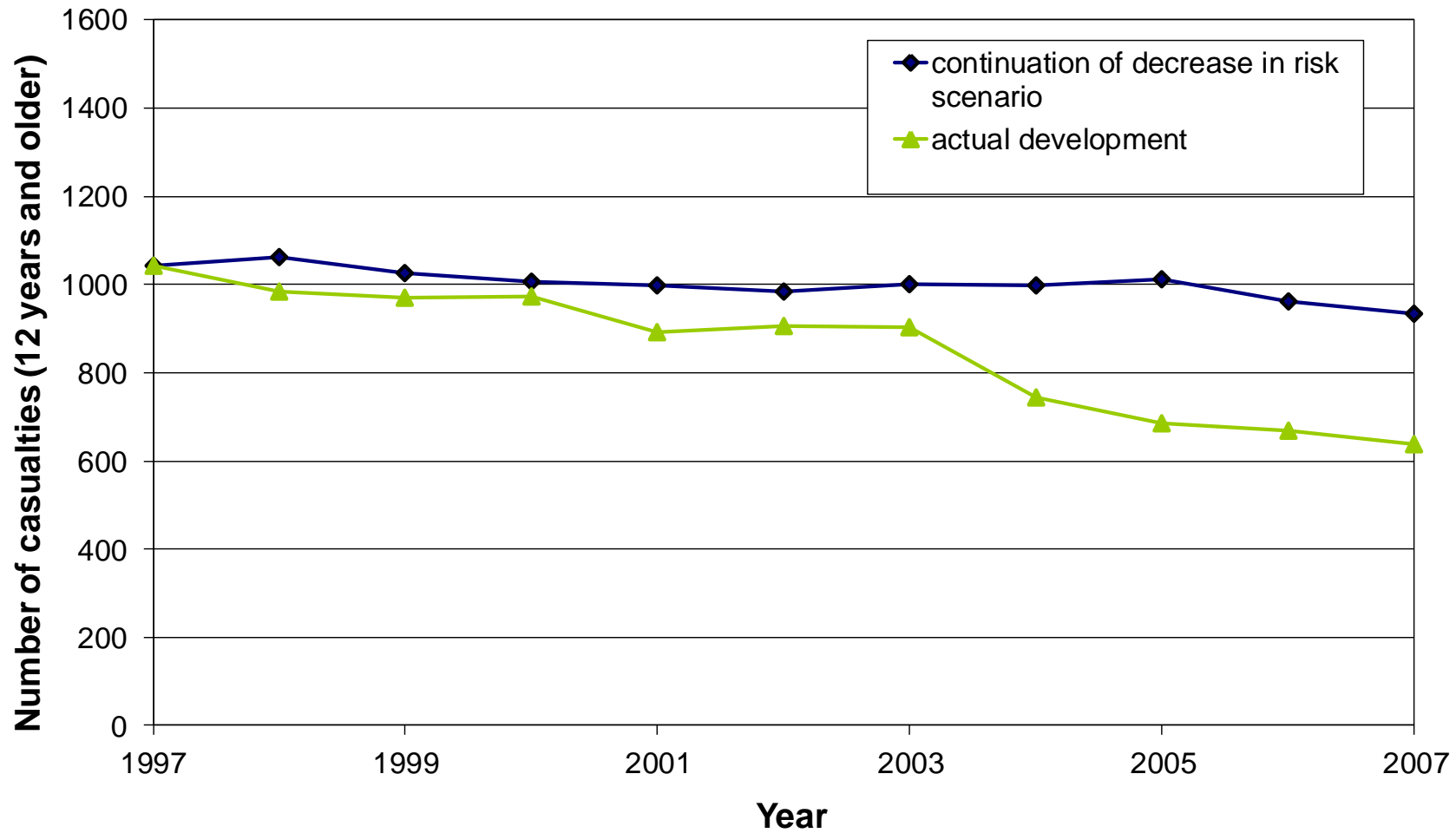
Sustainable Safety – measures (2)





Evaluation of Sustainable Safety

- Implementation of measures: mostly good, some poor
- Individual measures: effective in preventing casualties
- Decrease in risk: stronger than before (5.8% per year compared to 2.6% per year)
- All measures together prevented 300-400 fatalities per year (2007)
- Benefit-cost ratio: very high (1.0 / 3.6 - 3.7)
- **In sum: successful**



National Strategic Road Safety Plan 2008 - 2020

Inleiding - Wereldkampioen blijven

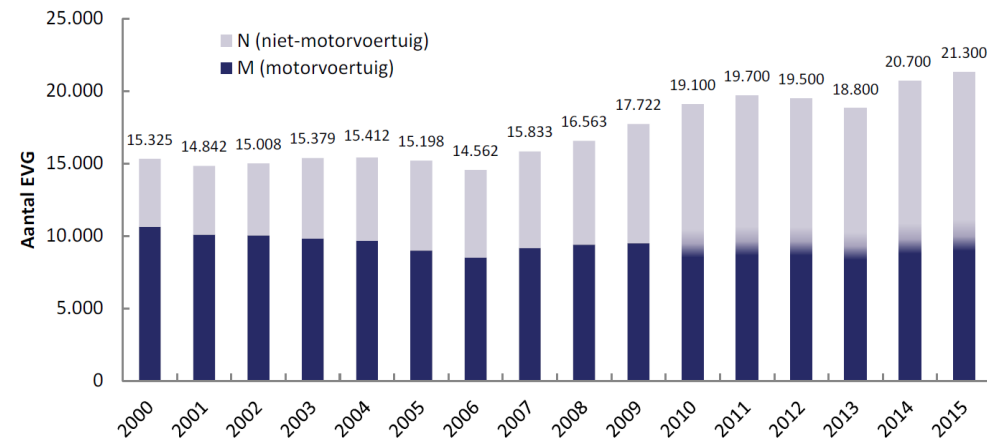
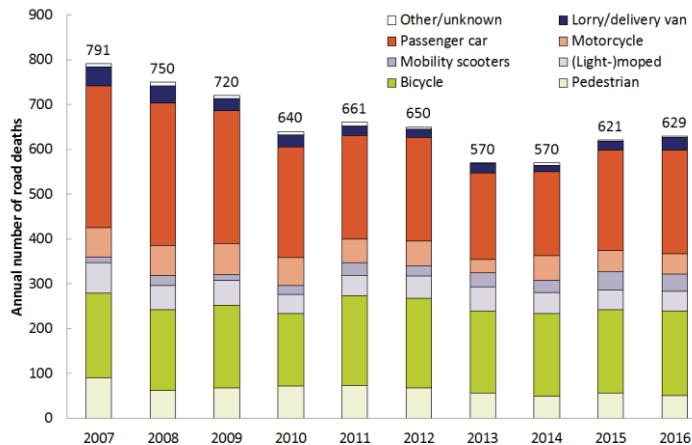
Nederland is op grond van het lage aantal verkeersdoden 'wereldkampioen verkeersveiligheid'. Die titel hebben wij te danken aan de voortdurende inzet van vele betrokkenen, zowel binnen als buiten de overheid.

Waar wereldkampioenen in de sport soms besluiten om op het hoogtepunt te stoppen, gaan wij door. Móeten wij door. Want jaarlijks eist het verkeer nog altijd vele honderden doden en duizenden ziekenhuisgewonden (791 doden in 2007 en 16.750 ziekenhuisgewonden in 2006). Door de spreiding over het jaar en het alledaagse karakter hebben verkeersongevallen niet de impact van een vliegramp, maar achter de ongevalstatistieken gaan wel groot menselijk leed en enorme maatschappelijke kosten schuil. Het is onze drijfveer om dat leed en die kosten te voorkomen en te beperken.

Curse of success?



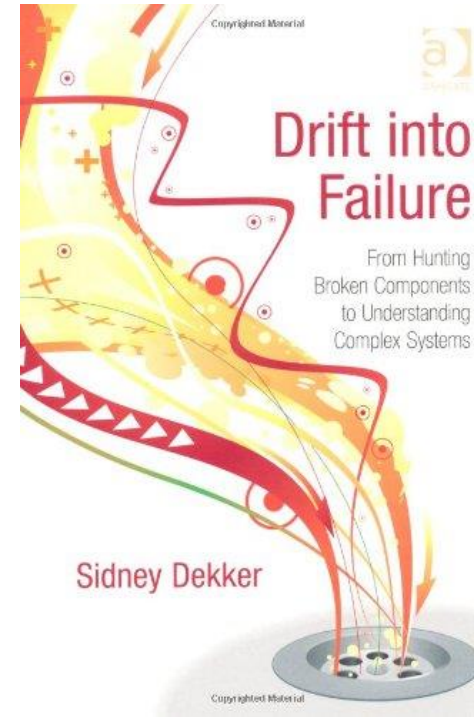
- Measures: no full implementation (quality / coverage)
- SRS: less effective in preventing serious road injuries



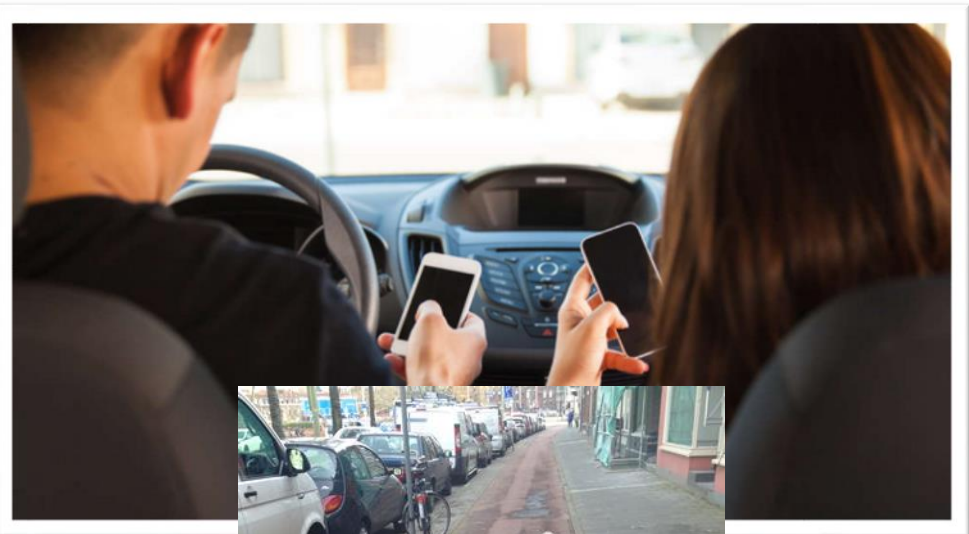
“Drifting into failure”?

“Every successful safety system should beware when:

- » resources are limited (no money),
- » there is a competition for goals (climate change), and
- » people have high expectations of technological innovations as solutions.”



2017: new trends & developments



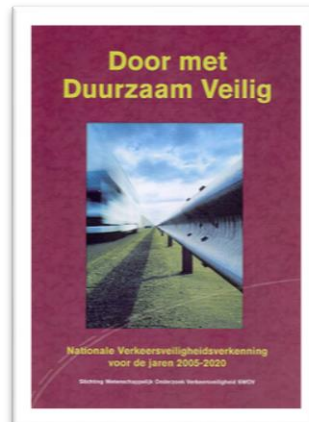


Sustainable Road Safety 3.0

1992: the vision



2005: first actualisation



2017: second actualisation



SRS 3.0

Meeting challenges from responsibilities, concrete objectives and SPI's

- Clear language: functional roads, clear & understandable layout, compatible traffic
- Safe roads and cycle lanes in a safe network: not just highways, but also city streets and rural roads
- Evidence-based interventions (education, campaigns)
- Enforcement: risk-based, 'smart', personal, & 'substantial'
- Seeking optimal benefits from ADAS and autonomous driving vehicles
- Learning through (new) data & research

Kan



To sum up: lessons learned in Holland

- Paradigm shift to a Safe System is feasible
- SRS's approach is effective & cost-effective

However:

- Consistency, sharp monitoring & evaluation are key
- SPI's: tools to make responsibilities concrete
- Beware of 'the curse of success'

Tack!



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